

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #619822

Mr. B. Finkle
WUSTEFELD CO.

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Bruce:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	\$1,060.47

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51859 3486

-2-

\$1.00 Off 2-Pack Tear Tape
WUSTEFELD CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 1 Carton: *Winston Box*
- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (6M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

jc

cc: 162306

L. E. MacWilliams

Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51859 3487

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 16

DATE: 98-05-12

TIME: 12:12 PM

WHOLESALER : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
		162302	162320	177018 MOOREWOOD IGA	MAIN STREET	NY	12853	1				(518)251-2775	
		162303	162324	420660 MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	3			(518)355-2101	
		162303		651685 S&D CONVENIENT	951 STATE ST.	SCHENECTADY	NY	12305	1			(518)393-6171	
		162304	162325	619813 BOB'S GROCERY	696 2ND AVENUE	TROY	NY	12182	1			(518)233-0478	
		162304		700518 2ND AVE LAUNDRY MAT	616 2ND AVE	LANSINGBURG	NY	12182	1			(518)238-1028	
		162305		516011 BREAKABEEN MARKET	RT. 30 & RT. 17	MIDDLEBURGH	NY	12122	1			(518)827-4731	
		162305		636360 ZIMA MINI MARKET	155 HENRY JOHNSON	ALBANY	NY	12206	1			(518)465-5703	
		162305		733014 STOP ONE MARKET	159 N ALLEN ST	ALBANY	NY	12206	1			(518)435-0466	
		162305	162322	362019 LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1			(518)465-5800	
		162305		794531 CAPITOL DISCOUNT	107 CENTRAL AVE	ALBANY	NY	12206	1			(618)427-9750	
		162305		794568 CLINTON MARKET	484 CLINTON AVE	ALBANY	NY	12206	1			(518)434-4882	
		162305	162322	575489 CAPITAL NEWS	232 WASHINGTON AV	ALBANY	NY	12210	1			(518)465-6925	
		162305	162322	636357 R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1			(518)436-8475	
		162305	162326	733501 DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1		184857	(518)465-4232	
		162305	162322	752669 EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1			(518)426-1543	
		162305	162322	764401 SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1			(000)453-9654	
		162305	162326	767623 SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1			(518)463-5306	
		162305	162326	769975 .99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1		99MORE	(518)436-7618	
		162306	162326	700515 AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	2			(518)674-3821	
		162306	162326	681153 ZENATH PETROLEUM	RT. 66 & 9H	GHENT	NY	12075	1			COBBLE H (518)828-5829	
		162306		717429 STAR MINI MART	196 1ST ST	TROY	NY	12180	1			(518)274-6574	
		162306		600961 RIVER STORE	867 RIVER ST	TROY	NY	12180	1			(518)273-7324	
		162306		665013 SANEA PLACE	75 WASHINGTON AVE	RENSSELAER	NY	12144	1			(518)463-4573	
		162306	162325	727872 AB GROCERY	AB CONVENIENCE	TROY	NY	12180	1			(518)274-0162	

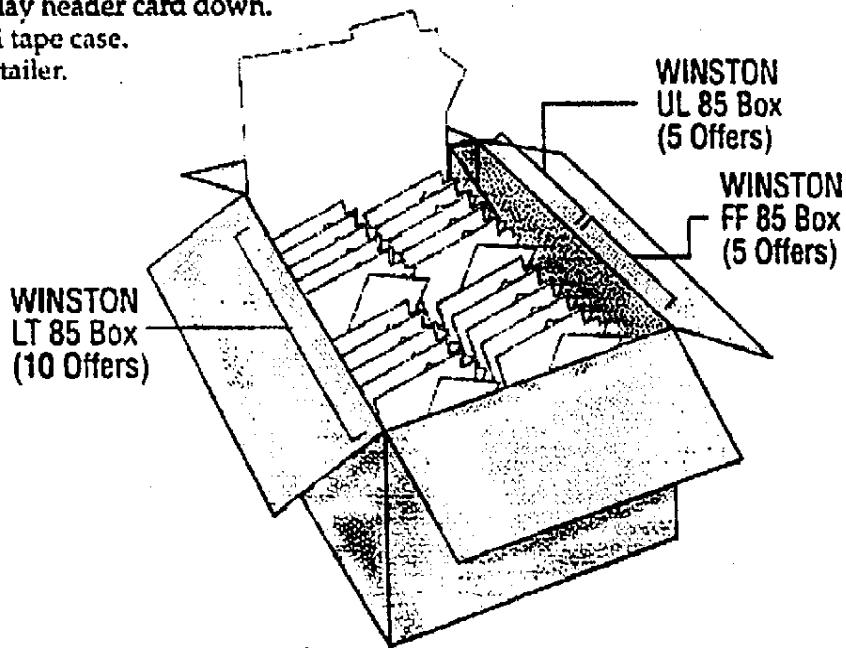
PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

51059
3488

WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTION 3RD QTR.'98****July Winston \$1 OFF 2 Packs
(Winston Buy 2 Packs Get \$1 Off)****STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN_JUL_S1 / 2 PKS

Brand Style	Box	LT Box	ULT LT BOX			
Number of Cartons	1	2	1			

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4
5/11/98

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck
when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder - smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

No additives.
Save a buck
when you buy 2 packs.

51859 3490